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Queensland
Government

How **Queensland Health** saves weeks of production time and costs with Bynder

“Bynder is **a big part of how we manage and share content** now. With the amount of content we’re producing and the number of teams we’re working with, Bynder helps us manage that scale.”

— Rob Baxter, Creative Services Team Leader at Queensland Health

Background

Queensland Health is the Australian state's largest healthcare provider. With **120,000+ employees** spread across multiple departments and **16 hospital & health services**, Queensland Health needed a solution to manage and distribute content that communicates the diverse and vital work of the healthcare organization.

Challenge

Queensland Health struggled with slow, insecure email-based file sharing that failed to meet government standards. The Creative Services team lacked a centralized place to share content, delaying the distribution of critical, time-sensitive communications like vaccination campaigns.

Solution

Bynder's [digital asset management platform](#) is the system of record for 55,000+ digital assets, which are easily searchable and ready for controlled activation across different teams and departments.

Role-based permissions ensure sensitive data remains secure while public assets stay accessible to the right users. Easy-to-use [AI-powered search capabilities](#) allow teams to discover the right content quickly; whether that's for a recruitment campaign or a social media post.

Impact

Bynder maximizes content reuse, helping the team avoid the high costs and logistical headaches of new photo and video shoots. Instead of spending weeks coordinating complex campaigns (like child flu vaccinations) the **Creative Services team can now instantly fulfill requests** using existing collections.

“This reduces costs because if we can reuse content, we don’t need to organize another shoot. Otherwise, we’d have to contact hospitals, organize logistics, and coordinate staff. Being able to fulfill requests from the DAM saves both time and effort.”

— Rob Baxter, Creative Services Team Leader at Queensland Health

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